

## **INDIA: A TROPICAL COUNTRY WHICH IS COOL TO ICE CREAMS!**

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### **ABSTRACT**

Being a tropical country and one of the leading producers of milk in the world Indeed it has been quite a paradox that India's ice-cream market suffer from low demand. The unorganized market has dominated this sector for the past several years with an enviable cost advantage. Things have changed with the entry of organized players in respect of product variation, innovation and mix. It is one of those markets offer high returns with a minimal investment. But the market is plagued by certain inherit problems which need to be addressed on war footing. This paper takes stock of Ice cream market in light of the growth, competition and market segmentation.

**KEY WORDS:** Growth, organized and unorganized sectors, market segmentation cost and profit margins and product variation.